

# SWOT Analysis

» Strengths. Weaknesses. Opportunities. Threats.«

# Contents



## I. Introduction

I. Intern

II. Extern

III. Goals

## II. Instructions

I. How to Conduct

II. Step-by-Step

## III. Strengths & Weaknesses

## IV. Contact

# Introduction

Strategic planning tool

The four views (SWOT) provide an overview of the current situation and possible future incidents that need to be dealt with.

The SWOT analysis consists of internal and external factors.

## Design Phases





## Introduction – Intern

Def. Intern: Within the organization / the organization has control over (e.g. marketing, price, quality)

From SWOT (internal factors):

**Strengths:** Characteristics that are helpful in achieving the goal.

**Weaknesses:** Characteristics that hinder the goal.



## Introduction – Extern

Def. Extern: Outside the organization/ no or little control over it (e.g. new technologies, politics, competition, demand)

From SWOT (external factors):

**Threats:** External influences that endanger/negatively influence the goal

**Opportunities:** External influences that support/positively influence the achievement of the goal



## Introduction – Goals

1. Rate the product
2. Find out the strengths, weaknesses, opportunities and threats and derive strategies from the findings
3. Support decision making

# Instructions

## How to conduct



- Best done in a group instead of alone.
- 1 Moderator & 1 Notetaker
- 5-10 Participants (heterogenous group)
- Internal employees and/ or external people can be participants
- It is optional to start with a method to brainstorm ideas, e.g. Brainstorming/-writing

# Instructions

## Step-by-Step



1. Formulation of clear objective
2. Create SWOT analysis
  1. Internal analysis of strengths & weaknesses
  2. External analysis of opportunities & threats
3. Develop SWOT matrix
4. Choose and implement strategies



# Instructions

## Step-by-Step



### 1. Clear Objective

Formulation of a clear objective: What is to be achieved with the method.

# Instructions

## Step-by-Step



### 2. SWOT analysis

Generate ideas/facts about internal and then external factors

Hints:

- Go through the individual aspects in a structured way so that nothing is forgotten
- 4-10 elements per category
- Clear formulation of the points
- Limit to the most important and influential factors
- Be realistic
- If necessary use further literature

<p><b>Strengths:</b> What are our core competencies? Which important resources do we have?</p>	<p><b>Weaknesses:</b> What resources are we lacking? What problems do we have and what are the reasons?</p>	INTERN
<p><b>Opportunities:</b> New trends / technology, market change</p>	<p><b>Threats:</b> Competition, negative trends</p>	EXTERN

# Instructions

## Step-by-Step



### 3. SWOT matrix

Take over the individual ideas/facts for each factor (SWOT) from the last step

Compare individual categories (S&O, S&T, W&O, W&T), package suitable individual results and develop strategies

		EXTERN	
		OPPORTUNITIES	THREATS
INTERN	STRENGTHS	<p>SO Strategy: Building on strengths and opportunities —&gt; Expand</p>	<p>ST Strategy: Preventing risks through strength —&gt; Protect</p>
	WEAKNESSES	<p>WO Strategy: Overcoming weaknesses through opportunities —&gt; Catch up</p>	<p>WT Strategy: Prevent risks and minimize weaknesses -&gt; Avoid</p>

# Instructions

## Step-by-Step



### 4. SWOT matrix

Choose strategies that are important to implement and consider when and how to implement them

## Strengths:

Easy to use with a simple and clear structure. It improves understanding of the product and influential factors. Helps to minimise weaknesses and can be combined with other models.

## Weaknesses:

Factors may not fit into one category. Can quickly become subjective and unrealistic. Time dimensions aren't considered. Weaknesses are harder to find than strengths. May be limited by knowledge.



# Contact

[usability-siegen.de](https://usability-siegen.de)

[fablab-siegen.de](https://fablab-siegen.de)